

Recommendation	Suggested Partner Agencies	Timeframe for Completion
Identify the Scenic Byway on neighborhood maps posted in Metro Rail stations and in appropriate public literature available from WMATA.	WMATA	Mid-term
Post directional signs by WMATA in appropriate Metro stations indicating the Scenic Byway as a nearby destination.	WMATA	Mid-term
Identify the Scenic Byway in WMATA promotional/informational materials, where appropriate.	WMATA	Mid-term
Support and promote bicycle-Metro Rail connections.	WMATA, WABA	Near-term
Develop an informational package for tour operators.	WCTC	Near-term
Identify and coordinate with local tour bus and van operators to add the Scenic Byway as a tour highlight, destination, or separate tour.	WCTC, DC HTC	Near-term
Identify and coordinate with long-distance and out-of-state tour bus operators to determine their interest in highlighting the byway as buses enter or depart the city.	WCTC, DC HTC	Near-term
Explore the feasibility of designating and signing portions of the Byway as a bike trail.	DDOT, NPS	Near-term
Develop and post directional signage or designate specific bicycle routes for bicyclists to safely access from the National Mall byway resources along Pennsylvania Avenue between the Capitol and the White House.	DDOT, WABA	Mid-term
Coordinate potential designation and routing of bicycle trails with other planning initiatives such as the Metropolitan Branch Trail and Anacostia Riverfront Initiative.	DDOT, WABA, AWI	Mid-term
Investigate the need and appropriate locations for bicycle parking and locker facilities.	DDOT, WMATA, WABA	Mid-term
Explore the feasibility and sources of funding for designation, design, and implementation of the entire Scenic Byway as a bikeway.	DDOT, WABA	Near-term
Develop and disseminate promotional materials and maps for pedestrian use.	DDOT, WCTC	Mid-term
Promote walking tours of areas within or near the Pennsylvania Avenue corridor.	DDOT	Mid-term
Commerce & Facilities		
Place Pennsylvania Avenue Scenic Byway signs strategically along the byway.	DDOT	Near-term
Identify byway resources that merit directional signs; design, make and install these signs.	DDOT	Near-term
Identify Pennsylvania Avenue Scenic Byway on existing kiosks.	DDOT, NPS	Near-term
Develop and place informational and direction signs at locations that would support pedestrian use of the byway.	DDOT, DC OP	Near-term
Develop and place signs for assisting pedestrians on other walkways.	DDOT, NPS	Near-term

Public Participation Plan

Public participation in byway planning is essential. In the development of this corridor management plan, DDOT identified an extensive list of byway stakeholders (Appendix A) to whom information and meeting notices were sent. Among these stakeholders are property owners, businesses, jurisdictional agencies, bicycle advocacy groups, tourism-promoting organizations, neighborhood revitalization task forces, historical societies, and elected representatives.

DDOT has coordinated with these stakeholders, local communities, and participating agencies to identify byway-related issues, and potential improvements. The general public has been informed of the progress on byway planning through public meetings and information posted on the DDOT Web site.

The success of this plan depends on “buy in” from an active and diverse group of stakeholders. Stakeholders should see the plan as a tool to realize benefits and objectives discussed in Chapter 1, such as the protection of important resources, stimulation of desired economic development, improvement of transportation systems, improvement of recreational opportunities, and enhancement of quality of life.Stakeholder and public involvement will continue as the plan is further developed, implemented, and updated. DDOT will continue to involve the general public through press releases, public meetings, and information on its Web site. By means of a survey or interactive Web site, DDOT may solicit ongoing input from stakeholders about byway implementation.

Participation through the DC Office of Planning’s Neighborhood Planning Coordinators for each Ward is an important method of meaningful participation. This corridor management plan recommends that “Possible Scenic Byway Projects” be an ongoing item on agendas for neighborhood planning meetings.

Review & Enforcement Mechanisms

As the lead agency for implementation of the Corridor Management Plan, the District Department of Transportation would have responsibility for review of progress and compatibility of plan development. This responsibility would be supported by the DC Office of Planning and the Office for Planning and Economic Development within the pre-defined roles that these offices would play in the implementation of the plan.

Review activities would consist of two primary actions: (1) review, and approve where appropriate, individual initiatives and projects that are supportive of the All-American Road designation; and (2) regularly review the program as a whole to assure continuing compliance with FHWA guidelines and requirements.

Enforcement mechanisms for the protection and enhancement of the intrinsic resources that define Pennsylvania Avenue as an All-American road are largely in place today. Zoning ordinances restricting outdoor advertising, for instance, are in place that would protect scenic resources and vistas. Effective review and approval of actions potentially impacting historic resources are likewise on the books both within the District and within the authorities of the National Park Service. Other enforcement mechanisms exist within the District of Columbia for the regulation of traffic, construction in public rights-of-way, allowable building heights, land use, and similar urban activities and functions that could affect the character and function of Pennsylvania Avenue.

As part of the development of a detailed funding plan for the Pennsylvania Avenue Corridor Management Plan, mechanisms for the oversight of the expenditure of public funds for the enhancement of resources will be developed and implemented.



5 Implementation Funding Sources

Funding of the recommendations and initiatives presented in this corridor management plan must come from a multitude of sources. The Avenue touches upon or traverses through areas under the jurisdiction of various governmental entities such as the District of Columbia, National Park Service, General Services Administration, and the Architect of the Capitol. Likewise, numerous citizen, community, tourism, recreational, and other interest and stakeholder groups have launched or are pursuing various programs and initiatives, sometimes privately funded, that can be supportive of the designation of Pennsylvania Avenue as a National Scenic Byway. In turn, these same programs and initiatives may be enhanced through the designation of the Avenue and the enhancement and protection of the intrinsic values that support that designation.

National Scenic Byways Grant-Eligible Projects

Under the National Scenic Byways Program (23 CFR 162), a variety of projects are eligible for federal assistance. The federal share of the cost of carrying out the project is usually 80 percent. The Secretary of Transportation and FHWA are not allowed to issue grants for any project that would not protect the scenic, historical, recreational, cultural, natural, and archaeological integrity of a roadway and adjacent areas. The following types of projects are eligible for funding under the National Scenic Byway Program:

- An activity related to the planning, design, or development of a state (District) scenic byway program.
- Development and implementation of a corridor management plan to maintain the scenic, historical, recreational, cultural, natural, and archaeological characteristics of a byway corridor, while providing for accommodation of increased tourism and development of related amenities.
- Safety improvements to a state (District) scenic byway, National Scenic Byway, or All-American Road to the extent

that the improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the roadway as a result of the designation of scenic byway, National Scenic Byway.

- Construction along a scenic byway of a facility for pedestrians and bicyclists, rest area, turnout, highway shoulder improvement, passing lane, overlook, or interpretive facility.
- An improvement to a scenic byway that will enhance access to an area for the purpose of recreation, including water-related recreation.
- Protection of scenic, historical, recreational, cultural, natural, and archaeological resources in an area adjacent to a scenic byway.
- Development and implementation of a scenic byway marketing program.

Recommendations

Continue to seek funding from FHWA to:

- Develop and implement detailed plan initiatives, including a detailed short-term and long-term funding program.
- Design and construct basic byway guidance signage and information systems.
- Improve access to the intrinsic resources that define the Avenue.
- Design and construct improvements to the roadway, pedestrian and bicycle facilities to support use of the Avenue by scenic byway users.
- Protect historic and cultural resources that define and support the roadway as a National Scenic Byway.
- Develop and disseminate tourist and user information to the public.

Other Funding Sources

In addition to funding from FHWA, byway program managers will seek and combine funding from other sources to fully implement the corridor management plan. This would entail efforts, for instance, to coordinate private funding for tree plantings with other public roadway improvement funds to assure complete and compatible enhancement of natural resources along the corridor. Likewise, federal funding may be leveraged in support of privately funded initiatives for protection of historic resources that are supportive of the National Scenic Byway designation.

Where funding of byway enhancement or conservation needs do not directly involve the byway program, the byway organization should still play at least an advisory roll in defining the priorities and compatibility requirements for initiatives that potentially affect byway resources. In that regard, it is recommended that liaison mechanisms be developed with all public and private entities that would potentially fund actions along Pennsylvania Avenue that could affect the resources and operation of the roadway.

Funding for byway projects may be obtained from a number of transportation-related and other sources. This plan encourages creativity in funding byway projects through cost-sharing with other city projects - i.e., accomplishing byway objectives wherever possible as part of already established programs.

Funding for byway projects may be available through DDOT that are routinely used to enhance or improve transportation facilities - and from federal and private sources. These funds may be specified for any expenses related to the development or maintenance of the Scenic Byway at the discretion of DDOT. Several options for funding methods that the DDOT may pursue are as follows:

- DDOT may apply for Federal Highway Enhancement money.
- DDOT may request financial support from the District of Columbia Transportation Capital Authority or from FHWA to

fund and implement specific projects along the byway - i.e., bike and pedestrian paths, safety improvements related to byway use, and signage.

- DDOT may pursue innovative financing such as enlisting private partners willing to participate in developing a specific byway project.
- A sponsorship program, similar to the “Adopt a Highway” program, could provide sponsors for a particular segment of the byway.
- Businesses and cultural institutions within communities could commit funds to maintain and administer specific aspects of the byway within their neighborhoods. For example, support from the World Bank may be used for byway enhancement in the West End segment.
- Upon approval by the DC government, DDOT may offer businesses the opportunity to advertise in the marketing and interpretive materials generated for the byway as a way of raising money for the maintenance, operation, and improvement of the byway.
- Funding for specific enhancements or improvements to viewsheds, parklands, private properties may be obtained through other DC offices or departments, federal agencies, non-profit groups, or stakeholders.

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Implementation
Designation as an All-American Road

As a final and crucial step in the implementation of this plan, the Byway Management Organization should nominate Pennsylvania Avenue for designation as an All-American Road. This is a step that must occur later in the implementation process because it is required that resource protection tools be in place for designation.

An All-American Road under the National Scenic Byways Program must be a destination unto itself. The roadway must provide an exceptional traveling experience that is so recognized by travelers that they would make a drive along the road a primary reason for their trip. To be an All-American Road, the byway’s intrinsic qualities should represent the Nation, the significance of the resources should be recognized nationally, and the byway should have special features that do not exist elsewhere.

Many of the abundant resources of Pennsylvania Avenue -particularly those related to culture, history and the District’s “urban scenery” - are resources of national significance. The following table summarizes these All-American Resources.

Pennsylvania Avenue All-American Resources

Rock Creek Park	S, N, H, R
Monroe House / Arts Club of Washington	H, C
The Octagon	H, C
Blair House	H
Presidents’ Park	S, H, C
The White House and White House Grounds	S, N, H, C
The Ellipse	S, H, C
Lafayette Square	S, H, C
Pennsylvania Avenue National Historic Site	S, H, C
Federal Triangle	H, C
Old Post Office Building	H, C
National Mall and Monument Grounds	S, H, R
National Museum of Natural History	N, C
National Museum of American History	H, C, A
National Museum of the American Indian	H, C, A
National Archives	H, C
Ford’s Theatre and the Petersen House	H, C
National Council of Negro Women	H, C
U.S. Botanic Gardens and Bartholdi Park	S, N, H, C
United States Capitol and Capitol Grounds	H, C
United States Supreme Court	H, C
Capitol Hill Historic District	H, C
Library of Congress	H, C
Old Naval Hospital	H, C
Congressional Cemetery	H, C
The Anacostia River	S, N, H, C, A, R
Fort Dupont Park	S, N, H, C, A, R
Fort Davis	S, N, H, C, A, R